Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Limestone, AL

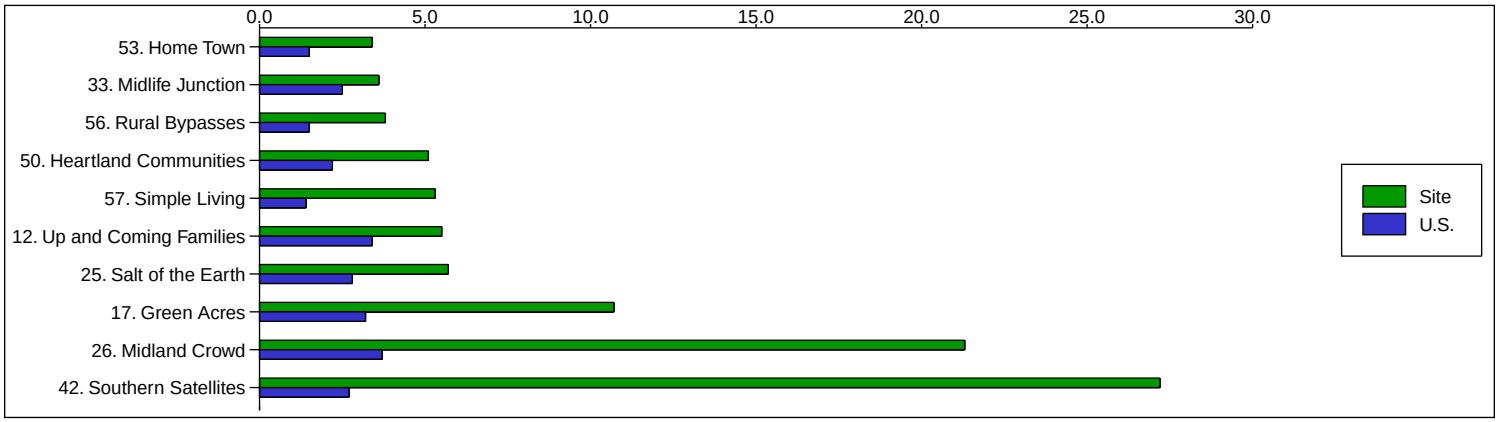
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

		Households		U.S. Households		
Rank	Tapestry Segment	Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	42. Southern Satellites	27.2%	27.2%	2.7%	2.7%	997
2	26. Midland Crowd	21.3%	48.5%	3.7%	6.4%	570
3	17. Green Acres	10.7%	59.2%	3.2%	9.6%	335
4	25. Salt of the Earth	5.7%	64.9%	2.8%	12.4%	205
5	12. Up and Coming Families	5.5%	70.4%	3.4%	15.8%	164
	Subtotal	**70.4%**		**15.8%**		
6	57. Simple Living	5.3%	75.7%	1.4%	17.2%	375
7	50. Heartland Communities	5.1%	80.8%	2.2%	19.4%	236
8	56. Rural Bypasses	3.8%	84.6%	1.5%	20.9%	253
9	33. Midlife Junction	3.6%	88.2%	2.5%	23.4%	143
10	53. Home Town	3.4%	91.6%	1.5%	24.9%	229
	Subtotal	**21.2%**		**9.1%**		
11	14. Prosperous Empty Nesters	2.8%	94.4%	1.8%	26.7%	154
12	46. Rooted Rural	2.3%	96.7%	2.4%	29.1%	92
13	51. Metro City Edge	2.1%	98.8%	0.9%	30.0%	226
14	29. Rustbelt Retirees	0.8%	99.6%	2.1%	32.1%	39
15	62. Modest Income Homes	0.4%	100.0%	1.0%	33.1%	44
	Subtotal	**8.4%**		**8.2%**		
	Total	**100.0%**		**33.1%**		**301**

Top Ten Tapestry Segments

Site vs. U.S.

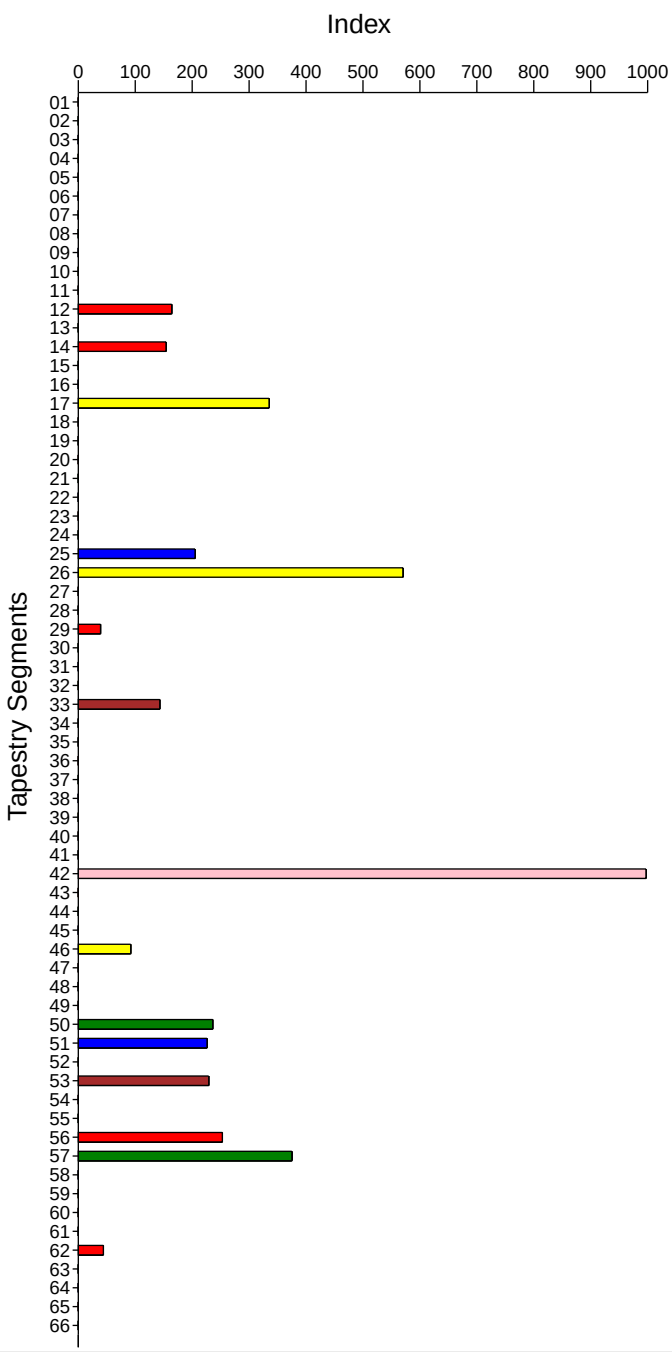


Percent of Households by Tapestry Segment

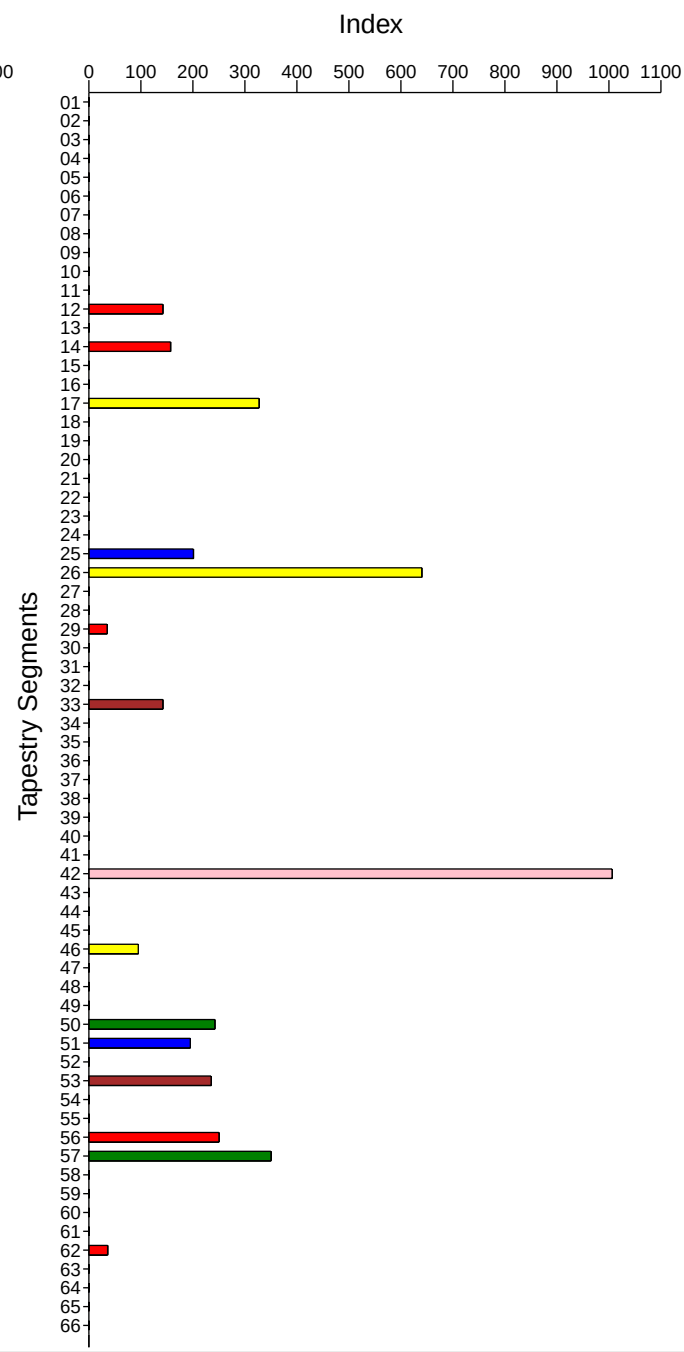
Source: ESRI

Counties: Limestone, AL

Tapestry Indexes by Households



Tapestry Indexes by Population



Source: ESRI

Counties: Limestone, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	28,017	100.0%		73,572	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	2,992	10.7%	77	7,986	10.9%	79
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	2,992	10.7%	335	7,986	10.9%	327
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	720	2.6%	49	1,753	2.4%	45
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	596	2.1%	226	1,481	2.0%	195
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	124	0.4%	44	272	0.4%	36
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	3,946	14.1%	114	8,887	12.1%	116
14 Prosperous Empty Nesters	797	2.8%	154	1,945	2.6%	157
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	231	0.8%	39	484	0.7%	35
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,425	5.1%	236	3,447	4.7%	242
57 Simple Living	1,493	5.3%	375	3,011	4.1%	350
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI

Counties: Limestone, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	28,017	100.0%		73,572	100.0%	
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	1,552	5.5%	71	3,934	5.3%	59
12 Up and Coming Families	1,552	5.5%	164	3,934	5.3%	142
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	995	3.6%	40	2,296	3.1%	38
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	995	3.6%	143	2,296	3.1%	142
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	11,221	40.1%	422	29,019	39.4%	422
25 Salt of the Earth	1,593	5.7%	205	4,042	5.5%	201
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	7,617	27.2%	997	19,766	26.9%	1006
53 Home Town	939	3.4%	229	2,410	3.3%	235
56 Rural Bypasses	1,072	3.8%	253	2,801	3.8%	250
L12. American Quilt	6,591	23.5%	253	19,697	26.8%	290
26 Midland Crowd	5,959	21.3%	570	18,051	24.5%	640
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	632	2.3%	92	1,646	2.2%	95
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

Source: ESRI

Counties: Limestone, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	28,017	100.0%		73,572	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Source: ESRI

Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Limestone, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	28,017	100.0%		73,572	100.0%	
U6. Urban Outskirts II	2,213	7.9%	154	4,764	6.5%	123
51 Metro City Edge	596	2.1%	226	1,481	2.0%	195
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	1,493	5.3%	375	3,011	4.1%	350
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	124	0.4%	44	272	0.4%	36
U7. Suburban Periphery I	2,349	8.4%	54	5,879	8.0%	49
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	1,552	5.5%	164	3,934	5.3%	142
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	797	2.8%	154	1,945	2.6%	157
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	2,165	7.7%	80	5,190	7.1%	78
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	231	0.8%	39	484	0.7%	35
33 Midlife Junction	995	3.6%	143	2,296	3.1%	142
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	939	3.4%	229	2,410	3.3%	235
U9. Small Towns	1,425	5.1%	105	3,447	4.7%	104
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,425	5.1%	236	3,447	4.7%	242
U10. Rural I	10,544	37.6%	333	30,079	40.9%	360
17 Green Acres	2,992	10.7%	335	7,986	10.9%	327
25 Salt of the Earth	1,593	5.7%	205	4,042	5.5%	201
26 Midland Crowd	5,959	21.3%	570	18,051	24.5%	640
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	9,321	33.3%	432	24,213	32.9%	435
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	7,617	27.2%	997	19,766	26.9%	1006
46 Rooted Rural	632	2.3%	92	1,646	2.2%	95
56 Rural Bypasses	1,072	3.8%	253	2,801	3.8%	250
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

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